

## PRESS RELEASE

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Contact: Kevin Harutunian  
978-605-2334

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### **RE: BEVERLY LAUNCHES GPS BASED PAY BY CELL PARKING APP**

On May 18, 2015, the City of Beverly will launch one of the first location based, pay-by-cell, parking app in the country.

GoParkit Technologies Inc. developed the app which enables drivers to conduct parking transactions with their smart phone. The mobile system eliminates the need for coins and cash and warns the user 15 minutes prior to their ticket expiring.

This technology is the most advanced in the industry as GoParkit is the only app on the market which is GPS map based. For first time users will need to download the app and register his or her vehicle(s). Each time after, the driver simply has to choose the duration of stay. GoParkit's US Business Director, Brian O'Flynn explained "The cost per hour, time restrictions and exact location are all automatically populated through the mapping technology. This alleviates both the need to walk to a meter or pay-station and crucially does not require any code entry. GoParkit's technology delivers the simplest user experience on the market to the driver." Users also have the ability to extend the parking session remotely and use a find my car feature.

The parker can use the app for a one time transaction but also has the ability to use an e-wallet system by topping up their account using their credit card. This is especially useful for residents and repeat parkers. Users of the service will also be able to view historic transactions and print receipts.

Mayor Michael Cahill said, "We are excited to offer this technology which will provide great convenience to residents and visitors alike. Beverly is a community that strives to be at the forefront of creative thinking and innovation. Working with GoParkit to enhance how we deliver services is a prime example of this type of effort."

The program will initially be piloted in specific areas in Beverly; namely along River Street near the train station and the Family Dollar lot nearby Cabot Street. The service will be extended citywide in the coming months.

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#### **GoParkit Contact:**

Brian O'Flynn  
Business Development Manager  
978-778-0991  
[brian.oflynn@goparkit.com](mailto:brian.oflynn@goparkit.com)  
[www.goparkit.com](http://www.goparkit.com)